



FARMINGTON CITY

H. JAMES TALBOT
MAYOR

BRETT ANDERSON
DOUG ANDERSON
JOHN BILTON
BRIGHAM N. MELLOR
CORY R. RITZ
CITY COUNCIL

DAVE MILLHEIM
CITY MANAGER

NOTICE AND AGENDA FARMINGTON CITY COUNCIL WORK SESSION

NOTICE is hereby given that the Farmington City Council will hold a work session on **Tuesday, January 17, 2017, at 6:00 p.m.** in Conference Room #3, Second Floor, of the Farmington City Hall, 160 South Main Street. The agenda will be as follows:

1. Discussion Points for the Mixed Use District

DATED this 12th day of January, 2017.

FARMINGTON CITY CORPORATION

By: Holly Gadd
Holly Gadd
City Recorder

In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during this meeting, should notify Holly Gadd, City Recorder, 451-2383, prior to the meeting.



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City Council Staff Report

To: Honorable Mayor and City Council

From: Eric Anderson, City Planner

Date: January 17, 2017

SUBJECT: **DISCUSSION POINTS FOR THE MIXED USE DISTRICT WORK SESSION**
Applicant: N/A

RECOMMENDATION

No Action Necessary.

BACKGROUND

As a follow up to the charette hosted by the City in late November, staff wanted to initiate a conversation with the Council about the next steps for the mixed use district in general, with particular attention being paid to the OMU zone. Additionally, staff feels it important to establish a tone and vision for what the City wants to see in this district and what the guiding principles will be. Staff has begun taking action based on the conclusions from the consultant from the charette, but before we go any further we want to ascertain the Council's position on this important area. As a catalyst to get the discussion going, staff has included a reading on the quality of place as it relates to attracting "creative class" industries. In addition to reading the attached article, staff is requesting that the Council begin to think about your vision for the undeveloped land north of Park Lane, south of Shepard, west of I-15 and east of the D&RG trail.

The following are the discussion points for the study session:

- Post charette next steps/update
- Establishing a City vision for the mixed use district
- A training on Section 114 and the Project Master Plan process

Supplemental Information

1. Article "Why Quality of Place Matters" by Richard Florida and Andrew Small
2. Existing Regulating Plan
3. Proposed Future Regulating Plan

Respectfully Submitted



Eric Anderson
City Planner

Concur



Dave Millheim
City Manager

from The Atlantic

CITYLAB

Why Quality of Place Matters

Cultural amenities like parks and museums attract young talent to big cities. But how do they work for smaller cities or older people?

RICHARD FLORIDA and ANDREW SMALL | Dec 28, 2016 |  2 Comments



People walk through Central Park. (Andrew Kelly/Reuters)

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For years, cities measured their success in purely economic terms—jobs created, rising incomes and wages, the number of corporate headquarters, or the extent of high-tech industries. Recently, other things have entered the picture. Place-making efforts in cities across the United States and the world have emphasized quality daily life.

Municipalities have invested in everything from better parks and bike lanes to arts and cultural venues, all to help attract and retain talent and bolster residents' happiness. These quality-of-place amenities were once thought of as an afterthought or something that happens after places get rich. Now we know that amenities—not just restaurants and bars but the whole package of great museums and libraries—play a key role in drawing the highly-skilled knowledge economy workers [back to the city](#), bringing economic growth with them.

Skeptics have questioned these approaches and urged cities to focus more on jobs and traditional economic development. Can quality-of-place strategies aid

in building stronger, more economically vibrant communities, or are they a fad and a waste of money?

Two recent studies take a close look at the role of quality-of-place factors, parsing their effect on small and medium-sized communities and on younger versus older people.

Quality of place in smaller places

Quality of place is typically seen as the province of large cities and metro areas. That view holds that, simply by virtue of their size, larger places have more to offer.

A [recent study in *Urban Affairs Review*](#) by Janet Kelly, Matt Ruther, Sarah Ehresman, and Bridget Nickerson provides a detailed empirical examination of the effect of quality of place factors on small and medium-sized metros. The paper examines the effect of quality of place in 81 small metros (250,000 to 500,000 people) and 83 mid-sized metros (500,000 to 2.5 million people).

The study looks at 23 variables of quality of place—not just cultural amenities such as libraries, arts and entertainment, or restaurants, but also key quality-of-life-measures such as crime rates and housing costs, plus population indicators like diversity or university enrollment. The study arrays these variables into six key quality-of-place factors: crime rates, entertainment, density, diversity, housing, and knowledge workers.

The study tracked these factors from 2000 to 2013, examining the effects on three key outcomes: the overall change in total population aged 25 and over, the share of adults with a college degree, and the size of the college-educated population between the ages of 25 and 34.

Overall, the authors find that quality of place plays a bigger role in medium-sized metros than in smaller ones. For medium-sized metros, the quality-of-place variables explained between 38 percent and 58 percent of the variance in outcomes.

When it comes to overall population growth, medium-sized metros benefit most from high levels of diversity and a large number of knowledge workers. Surprisingly, for both small and medium-sized metros, density was negatively associated with overall population growth.

But things change when it comes to attracting college-educated adults. On this front, both small and medium-sized metros benefit from greater density, while medium-sized metros also significantly benefit from having more entertainment options and lower crime rates. Density also benefits medium-sized metros when it comes to attracting college-educated young people.

But perhaps the most surprising and counter-intuitive finding is that having large concentrations of knowledge workers is negatively associated with the ability to attract young college-educated people in both small and medium-sized metros. This, the study notes, may reflect the simple fact that such metros

already have high levels of college-educated young people and thus have experienced small rates of growth of them.

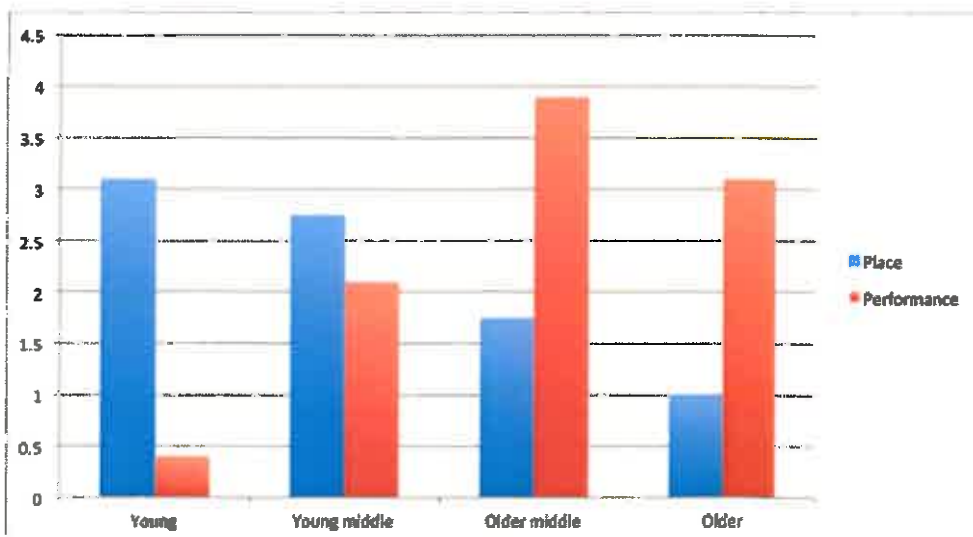
Higher overall population growth in mid-sized and small cities in the South and West relative to the Northeast and Midwest's higher share of college-educated residents reveals a key component to talent attraction success. It suggests that amenities make a real difference in attracting young talent to cities, beyond the big name cities. For this group, amenities inform moving decisions nearly as much as low crime rates or housing availability.

Quality of place and happiness across age groups

Another [study in *Social Science & Medicine*](#) by Michael Hogan et al. looks at the connection between quality of place and happiness. It is based on a large-scale survey of 5000 people in 2007 of people between the ages of 25 and 85 in New York, Toronto, London, Paris, and Berlin. The survey asked questions about happiness and the dimensions of quality of place that are thought to effect it, such as availability of and access to good schools, parks, quality healthcare, transit, shops, entertainment, and cultural amenities. The survey also asked about safety, jobs, income, marriage, and family status, health, and the like.

This study focuses on the effects of quality of place factors on the happiness of four age groups: "young" (ages 25 to 34), "young middle age" (35 to 49), "older middle aged" (50 to 64), "older" (65 to 85). The study takes considerable care to tease out the effects of "place-based" factors like entertainment and cultural amenities as opposed to "performance" factors such as the quality of government services overall.

The chart compares the ratios for how much place-based variables or performance variables affected happiness of the different age groups.



Critical ratios (z-scores) for the path coefficients between place, performance, and happiness across different age groups. (Andrew Small/CityLab/Data from Hogan et al.)

While quality-of-place factors matter for all four age groups, they matter much more for younger people. As the study notes, "the happiness of younger

residents is a function of having easy access to cultural, shopping, transport, parks and sport amenities and the attractiveness of their cities.” Meanwhile, older residents’ happiness with their city correlated more with their feelings toward government performance on issues such as schools, healthcare, and safety.

Furthermore, the study finds that place and performance variables work together in shaping overall health and the strength of social connections and relations, which are in turn strongly associated with residents’ happiness across the board. To ensure the happiness of residents across their lifespan, the study concludes, cities should focus on providing quality services while also emphasizing access to parks and amenities and bolstering local beauty and character.

Taken together, these two new studies shed additional light on the role of quality of place in our cities and communities. Quality-of-place factors matter, but different elements take precedence among different age groups and in cities of varying sizes. Ultimately, the studies suggest that quality of place is a useful and important element in attracting talent and building healthier, happier, and more prosperous communities.

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About the Authors



Richard Florida is a co-founder and editor at large of CityLab and a senior editor at *The Atlantic*. He is the director of the Martin Prosperity Institute at the University of Toronto and Global Research Professor at New York University. [MORE](#)

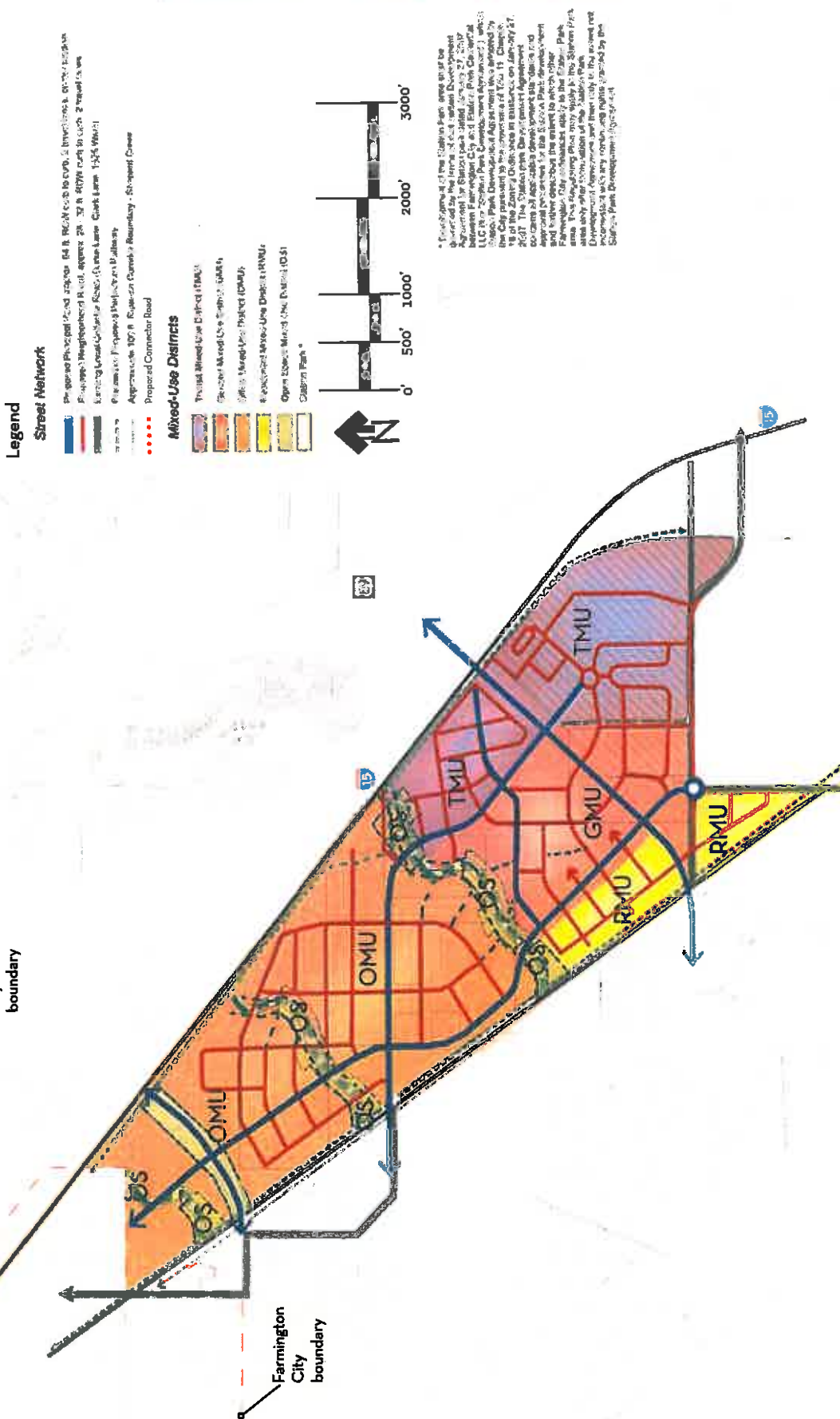
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Andrew Small is an editorial fellow at CityLab.

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West Farmington Mixed-Use District Regulating Street Plan



Future West Farmington Mixed-Use District Regulating Street Plan (as Proposed by UDA)

Legend

Street Network

- Proposed Principal Road, approx. 64 ft. ROW curb to curb; 2 travel lanes, center median
- Proposed Neighborhood Road, approx. 28 - 32 ft. ROW curb to curb, 2 travel lanes
- Existing Local/Collector Road (Burke Lane, Clark Lane, 1525 West)
- Planned or Proposed Pedestrian Pathway
- Approximate 100 ft. Riparian Corridor Boundary - Shagden Creek
- Proposed Collector Road

Mixed-Use Districts

- Transit Mixed-Use District (TMU)
- General Mixed-Use District (GMU)
- Office Mixed-Use District (OMU)
- Residential Mixed-Use District (RMU)
- Open Space Mixed-Use District (OS)
- Station Park *



* Development of the Station Park area shall be governed by the terms of that certain Development Agreement between Station Park Center LLC and Farmington City and Station Park Center LLC (the "Station Park Development Agreement"), which was adopted by the City pursuant to the provisions of the City Charter on January 27, 2007. The Station Park Development Agreement contains all applicable development standards and approval processes for the Station Park development and future development of the Station Park area. The Regulating Plan may apply to the Station Park area only after termination of the Station Park Development Agreement and use only to the extent not prohibited by the Station Park Development Agreement.

